

Notice of References Cited	Application/Control No. 10/799,048		Applicant(s)/Patent Under Reexamination ANAND ET AL.	
	Examiner C. Michelle Tarae		Art Unit 3688	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0101454	05-2003	Ozer et al.	725/42
*	B	US-2003/0130887	07-2003	Nathaniel, Thurston	705/14
*	C	US-2002/0128904	09-2002	Carruthers et al.	705/14
*	D	US-2002/0133398	09-2002	Geller et al.	705/14
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	J	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Dukes et al. "Negotiations and Exclusivity Contracts for Advertising," Marketing Science, Spring 2003
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.